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## Downtown Muskegon Business Improvement District

Meeting Agenda

March 26, 2019

380 Western Ave., Suite 202 Muskegon, MI at 4 PM

- 1) Call to Order
- 2) Consent Agenda
  - a) Approval of Agenda
  - b) Approval of Minutes from the meeting Nov. 27, 2018
  - c) Acceptance of financial statements as of Feb. 28, 2019 and review financial position
- 3) Public Comment (on an agenda item)
- 4) New Business
  - a) DMN/DDA merger update/impact on the BID
  - b) Future of the BID beyond 2020
  - c) 2019 landscaping LOU with the city
  - d) Expansion of planters in the BID
  - e) 2019 planter agreement with Barry's Flowers
- 5) Other Business
  - a) Downtown project update
  - b) Next meeting is Tuesday May 28, 2019 4 p.m. chamber training room, 380 W. Western Ave. Suite 202, Muskegon, MI or at the call of the chair.
- 6) Adjournment

To: BID board members

From: Dave Alexander, DMN executive director

Re: Background and comment on March 26 agenda items

Date: March 20, 2019

The BID board will be having its first meeting of 2019 on Tuesday March 26, 2019 in the chamber training room. So much has happened in downtown, nearly all for the good, since the last time you meet in late November. Here are my comments on the agenda:

**Financials:** You have kept the budget status quo but that will have to be adjusted the second half of the year as items will be removed due to the activities of the DDA. Also, anticipate as DMN ends operations to get a rebate from your administrative fees from its remaining fund balance of probably \$5,000-\$7,000.

In your packet you will see the BID account report through Feb. 28, 2019. The BID sits with cash of \$67,076 as of the end of last month. That accounting does not show any revenues from the 2019 winter tax collection as those funds will be deposited in the BID account later in the spring, anticipated at \$161,647. The report also does not reflect \$50,125 the BID owes city DPW for sidewalk snow removal services this winter season. The remaining three financial sheets shows what the city has paid for parking lot snow removal and the Livability ad from the 2019 budget. The final sheet shows what the city owns DMN for insurance, marketing and events as reimbursements.

All in all, the BID account is healthy going into the DMN-DDA merger ... see the next item.

**DMN-DDA:** The merger of the two organizations into the newly reminted DDA continues with an anticipated completion of July 1. I have provided you with a DMN letter to the DDA on issues to consider, city staff reorganization to create an economic development team that is pretty much in place, the mission statement of the DDA and a suggested budget for 2019-2020. The DDA board, like DMN a year ago, went through a strategic planning process with Suzanne Velarde. The issues identified and prioritized are very similar.

Going forward, one thought is to have the BID concentrate on the critical services of snow removal and downtown landscaping. The DDA will add to those resources for areas outside of the BID district, I would guess. That could leave the bid free of marketing-promotion-event funds and DMN administrative fees – that's \$40,500. Remaining is the \$13,000 streetscape budget, which has a final \$5,000 Christmas tree payment.. Many of the details are still taking shape and until the DDA has an approved budget for 2019-2020 the BID will not have all of the information it needs moving forward through the end of 2020. Frank Peterson, Doug Pollock and John Riegler sit on both the BID and DDA so coordination should be pretty smooth with their help.

**Future of the BID:** BID Chairman Doug Pollock has asked that this item be on the agenda for March 26 to get the conversation going. Will the BID remain pretty much intact beyond 2020, will it be reduced and concentrated in terms of geography/services or will it go away? I have heard all three opinions over the course of the last year. What will the BID board recommendation be to the city commission? The current BID assessments, budget and work plan are in your packet. Also, remember that we lost several Michigan Tax Tribunal cases as it related to the outer properties of the current BID district. A flurry of tax appeals with a new BID after 2020 could jeopardize the BID's viability.

**Landscaping LOU:** A copy of the proposed letter of understanding with the city for landscaping services downtown for 2019 is in your packet. I am suggesting to you and the city DPW that the price increase by 5 percent to not to exceed \$21,000. The price has been at \$20,000 for the past three years.

**Planter expansion:** One way to get the expansion of landscaping in the BID beyond Western Avenue in a cost effective way is to do it through the expansion of the planters. To that end, I have a quote on planter costs in your packet. Also, each planter for flowers and maintenance over the course of the season costs about \$165. The BID budget has a healthy surplus and there could be more resources put toward planters as the DDA begins its new budget year. Another thought on expansion of services is with sidewalk snow removal to increase it to twice a day when day-time snow storms warrant. Just a thought.

**Planter agreement:** The proposed cost of planter service from Barry's Flowers this year is \$11,550, up from \$10,354 from 2018. The increase is due to serving 70 planters vs. 61 last year. We picked up five new planters in the Western Market area and four new ones in front of the community foundation parking lot on the northside of West Western between Third and Fourth. BID did not pay for the new planter boxes but I think should service them with all of the others for consistent look and maintenance. The actual per planter cost this year vs. last has gone from roughly \$170 down to \$165. I can't say enough great things about Barry's quality, expertise and consistent service. I am proud they are making our downtown look so good in working on behalf of the BID.

**Downtown update:** I have provided you a copy of my report to DMN and the DDA on downtown projects as of earlier this month. As you can see, things are happening.

# **Downtown Muskegon Business Improvement District**

## **Meeting Minutes**

**Nov. 27, 2018**

**380 Western Ave., Suite 202 Muskegon, MI at 4 PM**

**1) Call to Order: 4:01 PM**

**Attendance:** Clyde Whitehouse, Bob Tarrant, Gary Post (Vice Chairman), John Riegler, Bruce Lindstrom and Doug Pollock (Chairman)

**Excused Absent(s):** Phyllis Watson-Laudermill, Frank Peterson and Mike Hennessy.

**Guests:** Dave Alexander, Downtown Muskegon Now director, Karen Benson of GROW, Dennis Lohman.

**2) Consent Agenda**

- a) Approval of Agenda, minutes May 22, 2018, and acceptance of the financial statements as of Aug. 31 and Oct. 31, 2018. Without a quorum at the Sept. 25, 2018 meeting, approval of the snow removal plan for 2018-19.

**Motion: John Riegler**

**Support: Clyde Whitehouse**

**Vote: All voted in favor**

**3) Public Comment (on an agenda item) –** The board chose to leave the floor open for the whole meeting allowing attendees to participate as they like. Karen Benson from GROW introduced herself. She is a Muskegon-based business development specialist for the business financing agency in Grand Rapids.

**4) New Business**

- a) Dave Alexander provided an update on the Downtown Muskegon Now and Downtown Development Authority merger that was agreed to among the two boards. There was a general discussion and how the BID might fit into the new downtown management and policy-making arrangement. The increase in downtown resources through the DDA is a good issue to face. Alexander said it was anticipated that he would move his work from DMN to the DDA, remain in his current location and continue to provide staff services to the BID. Details will become clearer as DMN and the DDA move toward an anticipated July 1 merger.
- b) Dave Alexander presented the 2019 BID budget. It is a status quo spending plan from 2018. He suggested continuing as if the merger was not going to happen and

then readjust if need be after July 1. The budget showed \$161,647 in anticipated revenues down due to unfavorable Michigan Tax Tribunal decisions for the BID. The spending plan for was reduced to \$161,647 with a \$3,147 contingency. The major cut was done in the marketing, events and promotion line item reduced to \$15,500. The estimated fund balance at the end of 2018 was approximately \$50,000.

**Motion to approve the 2019 budget: Doug Pollock**

**Support: Bob Tarrant**

**Vote: All voted in favor**

- c) Dave Alexander gave an update on the new community Christmas Tree for Hackley Park. The BID contributed \$5,000 from its 2019 streetscape fund and committed \$5,000 from its 2019 streetscape fund. The tree was unveiled for this season at the Nov. 24 community tree lighting event that kicked off Holidays in the City. raised the issue of planter locations for this summer. After some discussion of the options for the 61 planters, a consensus formed to move about five planters from Western Avenue and Third Street and place them along Second Street from Western to Clay and along Clay Avenue at Jefferson. The board directed Dave Alexander to make those adjustments to better spread out the BID landscaping through the district. No formal action was taken. Alexander also shared with the board the downtown decorations contract with Christmas Creations by Bailey for \$8,650, the same vendor the BID has used the past two years and longer.
- d) The BID board reviewed its 2019 meeting dates having the board meet every other month on the fourth Tuesday at 4 p.m. in the Muskegon Lakeshore Chamber of Commerce Training Room, 380 W. Western Suite 202, Muskegon, MI 49440. Those dates will be Jan. 22, March 26, May 28, July 23, Sept. 24 and Nov. 26.

**Motion to approve the 2019 meeting dates: John Riegler**

**Support: Clyde Whitehouse**

**Vote: All voted in favor**

5) Other Business

- a) Dave Alexander gave a report on Holidays in the City and the marketing efforts DMN is taking on behalf of the BID to support downtown retailing this Christmas season. \$2,500 of the marketing, events and promotion budget cover those expenses. No action was taken.

6) Adjournment

4:59 PM

No Objection

Minutes produced and submitted by Dave Alexander, executive director of Downtown Muskegon Now.

## ACCOUNT BALANCE REPORT FOR CITY OF MUSKEGON

PERIOD ENDING 02/28/2019

GL NUMBER	DESCRIPTION	2018-19 AMENDED BUDGET	BEG. BALANCE 07/01/2018	ACTIVITY FOR MONTH 02/28/2019	YEAR-TO-DATE THRU 02/28/19	END BALANCE 02/28/2019
Fund 297 - DOWNTOWN MUSKEGON BID						
Assets						
297-00000-1101	CASH IN BANK		135,788.75	(4,695.00)	(68,712.32)	67,076.43
297-00000-1251	ACCOUNTS RECEIVABLE		0.00	0.00	0.00	0.00
297-00000-1271	SPECIAL ASSESSMENT RECEIVABLE		0.00	0.00	0.00	0.00
<b>TOTAL ASSETS</b>			<b>135,788.75</b>	<b>(4,695.00)</b>	<b>(68,712.32)</b>	<b>67,076.43</b>
Liabilities						
297-00000-2100	ACCOUNTS PAYABLE		0.00	0.00	0.00	0.00
<b>TOTAL LIABILITIES</b>			<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
Fund Equity						
297-00000-3400	FUND BALANCE UNRESERVED		135,788.75	0.00	0.00	135,788.75
<b>TOTAL FUND EQUITY</b>			<b>135,788.75</b>	<b>0.00</b>	<b>0.00</b>	<b>135,788.75</b>
Revenues						
297-00000-4161	SPECIAL ASSESSMENTS	0.00		0.00	8,443.68	8,443.68
297-00000-4805	CONTRIBUTIONS	0.00		0.00	0.00	0.00
297-00000-4901	OP. TRANS FROM GENERAL FUND	0.00		0.00	0.00	0.00
297-00000-4970	INTEREST INCOME	0.00		0.00	301.49	301.49
<b>TOTAL REVENUES</b>		<b>0.00</b>		<b>0.00</b>	<b>8,745.17</b>	<b>8,745.17</b>
Expenditures						
297-00000-5300	BUDGETED CONTRACTUAL SERVICES	0.00		0.00	0.00	0.00
297-70803-5201	OFFICE SUPPLIES	0.00		0.00	0.00	0.00
297-70803-5207	POSTAGE	0.00		0.00	0.00	0.00
297-70803-5346	CONTRACTUAL SERVICES	0.00		4,695.00	65,415.00	65,415.00
297-70803-5352	PUBLIC RELATIONS	0.00		0.00	12,042.49	12,042.49
<b>TOTAL EXPENDITURES</b>		<b>0.00</b>		<b>4,695.00</b>	<b>77,457.49</b>	<b>77,457.49</b>

03/20/2019 04:53 PM  
User: beth.lewis  
DB: Muskegon

GL ACTIVITY REPORT FOR CITY OF MUSKEGON  
FROM 297-70803-5346 TO 297-70803-5346  
TRANSACTIONS FROM 01/01/2019 TO 02/28/2019

Page: 1/1

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 297 DOWNTOWN MUSKEGON BID							
01/01/2019			<b>297-70803-5346 CONTRACTUAL SERVICES</b>		BEG. BALANCE		58,185.00
01/09/2019	AP	INV	SUMMIT LAWN CARE & SNOWFLOWING	35005	225.00		58,410.00
			JAN 2019 SHOVELING INSTALLMENT				
01/09/2019	AP	INV	SUMMIT LAWN CARE & SNOWFLOWING	35006	1,110.00		59,520.00
			SNOW FLOWING INSTALLMENT				
01/23/2019	AP	INV	TERRASCAPE ARCHITECTS INC	1805	1,200.00		60,720.00
			SNOWFLOWING 1144 THIRD ST				
02/06/2019	AP	INV	SUMMIT LAWN CARE & SNOWFLOWING	35603	2,080.00		62,800.00
			JANUARY SALTING WITH LIQUID				
02/21/2019	AP	INV	SUMMIT LAWN CARE & SNOWFLOWING	34837	1,280.00		64,080.00
			SALTING NOV 2018				
02/21/2019	AP	INV	SUMMIT LAWN CARE & SNOWFLOWING	35744	225.00		64,305.00
			FEB 2019 SEASONAL SHOVELING				
02/21/2019	AP	INV	SUMMIT LAWN CARE & SNOWFLOWING	35745	1,110.00		65,415.00
			SEASONAL SNOW FLOWING FEB 2019				
02/28/2019			297-70803-5346	END BALANCE	7,230.00	0.00	65,415.00

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User: beth.lewis  
DB: Muskegon

GL ACTIVITY REPORT FOR CITY OF MUSKEGON  
FROM 297-70803-5352 TO 297-70803-5352  
TRANSACTIONS FROM 01/01/2019 TO 02/28/2019

Page: 1/1

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 297 DOWNTOWN MUSKEGON BID							
01/01/2019			<b>297-70803-5352 PUBLIC RELATIONS</b>		BEG. BALANCE		7,042.49
01/14/2019	AP	INV	MISC CREDIT CARD VENDOR	01/04/2019	5,000.00		12,042.49
02/28/2019			JOURNAL COMMUNICATIONS - LIVABILITY				
			297-70803-5352	END BALANCE	5,000.00	0.00	12,042.49

4:14 PM

03/18/19

Accrual Basis

**Downtown Muskegon Now**  
**Account QuickReport**  
 October 23, 2018 through March 18, 2019

Type	Date	Num	Name	Memo	Split	Amount
<b>3000 · Beginning Fund Balance</b>						
Closing Entry	12/31/2018					3,256.80
Total 3000 · Beginning Fund Balance						3,256.80
<b>7000 · BID Expenses</b>						
<b>7145 · BID - Insurance</b>						
Bill	02/01/2019		West Bend Mutual I...	4 of 4 payments	2000 · Account...	313.35
Total 7145 · BID - Insurance						313.35
<b>7200 · BID - Mkt/Adv &amp; Development</b>						
<b>7210 · BID - Events</b>						
Bill	01/01/2019	TY Po...	Rachel Dody	Street Perfor...	2000 · Account...	25.63
Total 7210 · BID - Events						25.63
<b>7230 · BID - Marketing</b>						
Bill	01/01/2019	75295	Chamber		2000 · Account...	350.00
Bill	02/15/2019	75831	Chamber		2000 · Account...	237.50
Bill	02/25/2019	19MU...	Harbor House		2000 · Account...	395.00
Bill	03/01/2019	19MV...	Harbor House		2000 · Account...	1,525.00
Total 7230 · BID - Marketing						2,507.50
<b>7231 · BID - Holidays in The City</b>						
Bill	01/07/2019	1000	Santa Michael		2000 · Account...	500.00
Total 7231 · BID - Holidays in The City						500.00
<b>7240 · BID - Website</b>						
Check	01/20/2019	2603	Wowie		1041 · DMN C...	50.00
Check	02/20/2019	2604	Wowie		1041 · DMN C...	50.00
Total 7240 · BID - Website						100.00
Total 7200 · BID - Mkt/Adv & Development						3,133.13
Total 7000 · BID Expenses						3,446.48
<b>TOTAL</b>						<b>6,703.28</b>



Dec. 14, 2018

Muskegon Mayor Steve Gawron  
Muskegon City Manager Frank Peterson  
Muskegon DDA Chairwoman Martha Bottomley

Steve, Frank and Martha:

The Downtown Muskegon Now Board of Directors officially endorses the vision of consolidating downtown management and supports the specific direction of consolidating through the city of Muskegon's Downtown Development Authority. The DMN board realizes that will mean its non-profit agency, which helped lead downtown Muskegon's transformation by representing all downtown stakeholders since 2001, will cease operation sometime in 2019.

Now with a funded and re-energized DDA, the DMN board encourages a consolidation for downtown management, economic development, promotion, programing and events into this one entity.

With its endorsement and support of the DDA, the DMN board asks for consideration of several items through the coming months of transition:

- Carry on the Downtown Muskegon Now name, logo and downtown brand as the working name for the Muskegon DDA.
- Work with DMN Executive Director Dave Alexander as the DMN board's representative and carry through with the proposed organizational model that keeps Dave in his current location and doing much of his current work as a DDA/city employee.
- Honor the history, legacy, and expertise of DMN by tapping its past and current board members, their businesses or institutions for representation on the DDA board or on any committees formed by the DDA for specific tasks.

p: 231.724.3180  
f: 231.728.7251

380 W. Western Ave, Ste 202  
Muskegon, MI 49440  
downtownmuskegon.org



Muskegon Area First

- Takeover the Muskegon County lease and operations of the Downtown Muskegon PetSafe Bark Park to honor those who contributed to the first public dog park in Muskegon County.
- Assume the management of Downtown Muskegon Business Improvement District now managed by DMN through 2020.
- Allow Dave to continue to offer staff services to the Downtown Muskegon Development Corp. board as he currently does as DMN executive director.
- Accept the management of ongoing DMN downtown promotion now being paid for by the BID including such items as the downtown website, Facebook accounts, annual tri-fold map, semi-annual promotional tear-off maps and ongoing marketing through billboards, print and radio advertising.
- Take charge of the annual Holiday in the Cities promotion and the annual Christmas Tree Lighting event in Hackley Park.
- Continue to further the DMN value of inclusion so that all of the Muskegon community is represented in the new emerging downtown.

Finally, DMN is thankful for the positive working relationship our board members, staff and stakeholders have had with Muskegon City Hall over the past two decades. Those relationships have helped foster the progress being made in downtown Muskegon. And without the city's financial support, there would not have been a DMN the past few years.

We look forward to working through our merger as 2019 progresses.

Sincerely,

A handwritten signature in black ink, appearing to read 'Andy Maciejewski', with a stylized, cursive script.

Andy Maciejewski  
Chairman of Downtown Muskegon Now

## **Organizational Changes**

February 11, 2019

Staff are recommending changes to the city's organization, specifically in the workload for the division heads and operations at the LC Walker Arena.

### **Municipal Services Division**

With the need for increased emphasis on economic development, Municipal Services will now include Planning, Economic Development and Community and Neighborhood Services. All of the Public Works departments will be removed from this division. LeighAnn Mikesell will oversee this division, and new positions for an Economic Development Director, a Strategic Initiatives Director and a Business Development Manager will be added to the economic development team. All will report to LeighAnn.

The Economic Development Director develops and implements the City's economic development program, maintains close relationships with federal, state, and local governments, businesses, property owners, commercial real estate professionals, developers and other economic development agencies and partners in order to support existing business and promote investment and development within the City. The Economic Development Director will manage public improvement projects related to economic development and redevelopment with the City, including public-private partnerships.

The Director of Strategic Initiatives will develop, oversee and help implement programs and projects that support the City of Muskegon's vision and short- and long-term plans. The Director of Strategy and Business Initiatives will work directly with other City Departments to deliver project management, strategic planning, and implementation support for key organizational initiatives.

The Business Development Manager will focus efforts on developing the city's commercial districts through attraction of investment, support of existing businesses, assistance with events, and promotion of the city. The manager will serve as staff support to the Downtown Development Association, the Downtown Muskegon Business Improvement District, and the Downtown Muskegon Development Corporation.

### **Public Works Division**

The Public Works Division will include the Engineering Department, Water Filtration Plant, Utility Department and Department of Public Works. Leo Evans will oversee this division and continue to serve as the City Engineer.

**Organizational Changes**  
**February 11, 2019**

**LC Walker Arena**

With Tim Taylor's resignation from the city, positions at the arena that had been filled by contract through GoodTemps will become positions within city government. Added positions include an Arena Maintenance Worker, an Arena Finance Manager, and an Arena Box Office Manager.

The Arena Maintenance Worker will report to the Convention Center Arena Manager and perform semi-skilled and skilled tasks to repair and maintain the arena as well as set up and dismantle equipment for scheduled events. Under the supervision of the city's Finance and Administrative Services Director, the Arena Finance Manager will manage finance activities for the arena including general accounting, budgets, accounts payable/receivable, contract compliance, reports/reconciliations, concessions, box office, tenants, ice rental, annex activities, and miscellaneous events hosted at the arena. The Arena Box Office Manager will report to the Arena Finance Manager and will direct and maintain a full-service box office operation, supervise cashiers involved in ticket sales, coordinate the sale of tickets in locations other than the arena, maintain accurate accounting records, complete final financial settlements with promoters and ticket outlets, and prepare related reports.

Muskegon Downtown Development Authority approved  
mission statement February 2019:

*“Our mission is to allocate our  
resources in support of  
development, promotions, and  
events toward creating a  
thriving downtown and its  
waterfront where all people can  
live, work, play and stay.”*

# DDA BUDGET WORKSHEET FOR FY 2019-20

Revenues	FY 2018-19	FY2018-19 ACTUAL	FY 2019-20	FY 2019-20
Tax Increment (5%+ annual)*	\$ 1,116,355.00	\$ 1,116,355.00	\$ 1,144,263.88	\$ 1,144,263.88
Reimbursement - State	\$ 50,000.00		\$ 51,250.00	\$ 51,250.00
Trans From General Fund	\$ -		\$ -	\$ -
Interest Income	\$ 1,000.00	\$ 14.00	\$ 1,500.00	\$ 1,500.00
BID Income (or \$50,000 levy)**	\$ -		\$ 160,000.00	\$ 160,000.00
TIFA	\$ -		\$ -	\$ -
Former Mall Brownfield Income (GF)	\$ -		\$ -	\$ -
<b>Total</b>	<b>\$ 1,167,355.00</b>	<b>\$ 1,116,369.00</b>	<b>\$ 1,357,013.88</b>	<b>\$ 1,357,013.88</b>

Expenses	FY 2018-19	FY2018-19 ACTUAL	FY 2019-20	FY 2019-20
Business Dev. Manager Wages	\$ -		\$ 62,500.00	\$ 62,500.00
Trans to GF - Marketing, Events, Overhead	\$ -		\$ 100,000.00	\$ 100,000.00
FICA (7.65%)	\$ -		\$ 4,781.25	\$ 4,781.25
Workers Comp (2%)	\$ -		\$ 1,250.00	\$ 1,250.00
Health Insurance	\$ -		\$ 18,000.00	\$ 18,000.00
Life Insurance (0.24%)	\$ -		\$ 150.00	\$ 150.00
401(k) (6%)	\$ -		\$ 3,750.00	\$ 3,750.00
<b>Total Salaries/Benefits</b>	<b>\$ -</b>		<b>\$ 190,431.25</b>	<b>\$ 190,431.25</b>
Walkability Improvements	\$ -		\$ 70,000.00	\$ -
Streetscape/Wayfinding Improvements***	\$ -		\$ 165,000.00	\$ -
Public Art (Downtown Initiative)	\$ 10,000.00		\$ 20,000.00	\$ -
Landscaping	\$ -		\$ 135,000.00	\$ -
Snow Removal	\$ -		\$ 100,000.00	\$ -
Façade Program	\$ -		\$ 50,000.00	\$ -
Development Incentives	\$ -		\$ 125,000.00	\$ -
Downtown Park(s)****	\$ -		\$ 45,000.00	\$ -
Marketing/Publications	\$ 20,000.00	\$ 5,000.00	\$ 20,000.00	\$ -
Blight	\$ 5,000.00		\$ 15,000.00	\$ -
Office Space and Misc Operating	\$ -	\$ 1,250.00	\$ 8,500.00	\$ -
<b>Total Recurring Costs</b>	<b>\$ 35,000.00</b>	<b>\$ 6,250.00</b>	<b>\$ 753,500.00</b>	<b>\$ -</b>
LC Walker Phase 1	\$ 750,000.00	\$ 750,000.00	\$ -	\$ -
LC Walker Phase 1a*****	\$ 250,000.00	\$ 250,000.00	\$ -	\$ -
Event Contributions	\$ -		\$ 65,000.00	\$ -
<b>Projects and Events</b>	<b>\$ 1,000,000.00</b>	<b>\$ 1,000,000.00</b>	<b>\$ 65,000.00</b>	<b>\$ -</b>
County Debt Payments (\$1M)*****	\$ -		\$ 400,000.00	\$ 400,000.00
LC Walker HVAC/Roof (5 Year)*****	\$ 75,000.00		\$ 215,000.00	\$ 215,000.00
Other Debt Payments (smartzone)	\$ -		\$ -	\$ -
<b>Total Debt Payments</b>	<b>\$ 75,000.00</b>		<b>\$ 615,000.00</b>	<b>\$ 615,000.00</b>
<b>Total Expenses</b>	<b>\$ 1,110,000.00</b>	<b>\$ 1,006,250.00</b>	<b>\$ 1,623,931.25</b>	<b>\$ 805,431.25</b>

<b>Net Rev/Expenses</b>	<b>\$ 57,355.00</b>	<b>\$ 110,119.00</b>	<b>\$ (266,917.38)</b>	<b>\$ 551,582.63</b>
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<b>Cumulative Cash Reserves</b>	<b>\$ 57,355.00</b>	<b>\$ 110,119.00</b>	<b>\$ (209,562.38)</b>	<b>\$ 342,020.26</b>
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\*Significant Reduction in Tax Increment Planned in Year 10 Due to Transition to "Local Only" TIF

\*\*Anticipates Increased BID Investment - Focus on Western and Third Streets (BID Board Would Ultimately Decide)

\*\*\*Assumes 3rd Street Project in 2018-19 and Clay Ave Streetlighting in 2019-20

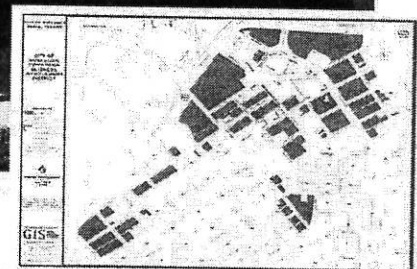
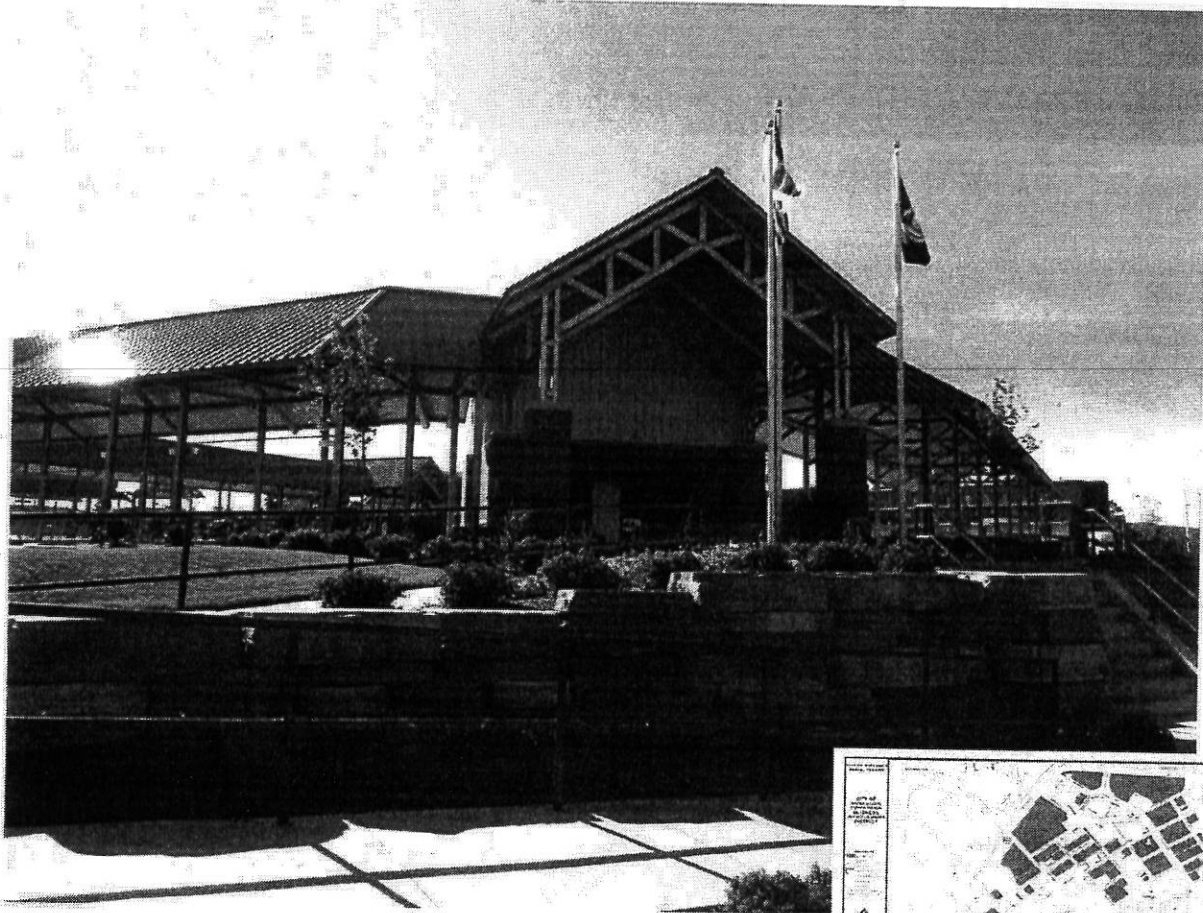
\*\*\*\*Assumes DDA Maintains Splash Pad and Dog Park, and Develops a Playground Area in FY 2020-21

\*\*\*\*\*Anticipates an additional \$250,000 to complete Phase 1 of LC Walker (Restrooms)

\*\*\*\*\*Assumes 10-year debt repayment to Muskegon County

\*\*\*\*\*Assumes 10-year debt contribution at \$215,000/yr for 10 years related to new roofing, dehumidification, and boiler at LC

# **DOWNTOWN MUSKEGON BUSINESS IMPROVEMENT DISTRICT**



**SPECIAL ASSESSMENT BENEFIT ANALYSIS SUMMARY**  
**PREPARED BY THE MUSKEGON COUNTY EQUALIZATION DEPARTMENT**

**August 25, 2017**

# MUSKEGON County *equalization*

August 25, 2017.

Downtown Muskegon Business Improvement District Board  
933 Terrace Street  
Muskegon, MI 49443

Dear Board Members:

In accordance with your request, I have examined the proposed special assessment district for the Downtown Muskegon Business Improvement District. The purpose of this analysis is to document the reasonableness of this special assessment district by identifying and quantifying any accrued benefits. It is subject to the normal governmental restrictions of escheat, taxation, police power and eminent domain. The effective date of this analysis is August 25, 2017.

The proposed special assessment district encompasses all classes of properties. The Downtown Muskegon Business Improvement District Board has provided per parcel cost estimates in accordance with the City's Special Assessment Policy and all project-related costs.

The three year project is estimated to have a first year assessment of \$179,933.





The amount of money to be spread is based on a per parcel rate of \$0.08 per square foot of lot size for a "Class A" Property and \$0.04 per square foot of lot size for a "Class B" Property as defined by the Downtown Muskegon Business Improvement District Board in their Bylaws. The Downtown Muskegon Business Improvement District Board is solely responsible for these figures.

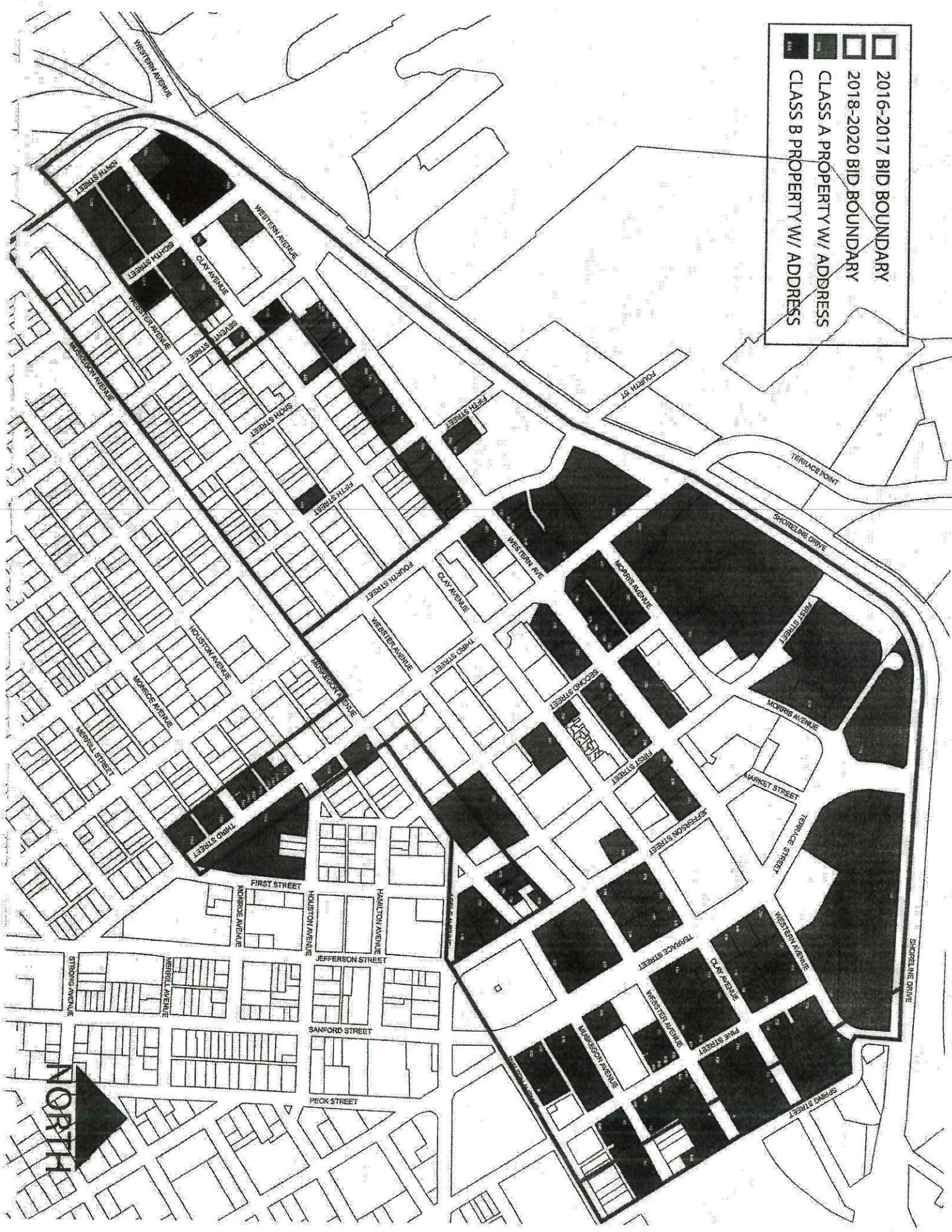
In conclusion, it is my opinion that the special assessment amounts as provided by the Board justly and reasonably represents the accrued benefits to the properties encompassed by this project. The amounts reflect the sum of the immediate estimated value enhancement and the intrinsic value that will accrue from an overall increase in property values due to an improved quality of life created by the proposed project. Simply stated, the rate of \$0.08 per square foot of lot size for a "Class A" Property and \$0.04 per square foot of lot size for a "Class B" Property as defined by the Downtown Muskegon Business Improvement District Board in their Bylaws for the above mentioned project area appears reasonable and equitable based upon the data presented by the Downtown Muskegon Business Improvement District Board, and supporting office records.

Sincerely,



Donna Vandervries, MMAO  
City of Muskegon Assessor

	2016-2017 BID BOUNDARY
	2018-2020 BID BOUNDARY
	CLASS A PROPERTY W/ ADDRESS
	CLASS B PROPERTY W/ ADDRESS





**Blue = 2016 - 2017 BID District**

**Black = 2018 - 2020 BID District Expansion**

## Downtown Muskegon Business Improvement District

### **2018 - 2020 Assessment**

Regarding: Assessment for 2018, 2019 and 2020

Date: Aug. 11, 2017

To: Muskegon City Clerk/City Commission

From: Downtown Muskegon Business Improvement District Board

### **Overview:**

After separate public hearings, the Muskegon City Commission approved the Downtown Muskegon Business Improvement District on Nov. 24, 2015 and the district assessment rolls on Jan. 12, 2016. The approval was for one year. Again in 2016, the Muskegon City Commission had a status quo renewal of the BID for 2017 after public hearings Sept. 27, 2016 and Oct. 25, 2016. The BID Board used 2017 to study and review the BID District and the assessment structure, coming to a recommendation for 2018 and beyond.

Following a review of requested and needed services within the Downtown Muskegon Business Improvement District, the BID Board recommends to the Muskegon City Commission to extend the Downtown Muskegon Business Improvement District for an additional **3 YEARS** with an assessment be established for the 2018, 2019 and 2020 calendar years.

The BID board recommends the Business Improvement District boundaries be slightly increased to better reflect downtown activities and benefits of the district. The BID board also recommends changes to the assessment rates, property classifications and maximum assessments to more fairly spread responsibility for downtown services. Like in 2017, the assessments would be placed on the winter property tax bills for 2018 - 2020.

### **2018 - 2020 Assessments:**

- "Class A" Properties, as defined in the BID Bylaws, shall be assessed an annual assessment of \$0.08/sf with no assessment to exceed \$4,000. Contiguous properties with the same use and same owner shall be assessed as one property. Property lot size on record with the County Assessor shall be used in determining the square footage of properties.
  - o In the instance of a condo property the master deed shall be used in determining the percent of the assessment that an individual property owner would be assessed.
- "Class B" properties as defined in the BID Bylaws be assessed an annual assessment of \$0.04/sf with no assessment to exceed \$2,000. Contiguous properties with the same use and same owner shall be assessed as one property. Property lot size on record with the County Assessor shall be used in determining the square footage of properties.
  - o Note that the BID Board on April 25, 2017 voted to amend the BID Bylaws to define a "Class B" property as: "Properties located within the Downtown Muskegon Business Improvement District which are currently use for, or zoned for industrial or manufacturing." The word "automotive" was removed from the definition, moving that category of property to "Class A."
- Based on this assessment structure, approximately \$179,933 can expected to be collected for services to support businesses and property owners within the BID in 2018.  
(A budget recommendation & explanation is attached as a separate memo.)
- The assessment shall be placed on the 2018, 2019 and 2020 winter property tax bills.
- The 2018 -2020 BID district, assessment rolls and collection methods were discussed at BID Board meetings Jan. 24, March 28 and April 25, 2017. A resolution supporting the above recommendation

was voted on at a May 23, 2017 BID Board meeting. Due to a number of absent board members, a revote was taken at the July 25, 2017 meeting. The vote result of the same resolution at the two meetings was as follows:

**2017 BID Extension Vote:**

Member	Yes	No	Abstention	Motion/Support	Absent
Chair Doug Pollock	X				
VC Gary Post	X			Support	
Bruce Lindstrom	X				
John Riegler	X				(at May 23)
Phyllis Watson-Laudermill	X				
Frank Peterson	X			Motion	
Clyde Whitehouse		X			
Mike Hennessy	X				
Bob Tarrant	X				

## **Downtown Muskegon Business Improvement District**

### **Budget Recommendation & Explanation**

Date: Aug. 11, 2017

To: Muskegon City Clerk/City Commission

From: Downtown Muskegon Business Improvement District Board

### **Budget Recommendation:**

This is a proposed third-year budget for the Downtown Muskegon Business Improvement District. Based on a two tier assessment where "Class A" Properties pay \$0.08/sf annual and "Class B" Properties pay \$0.04/sf annual the Downtown Muskegon BID can expect to generate \$179,933 during 2018.

#### **Proposed 2018-2020 BID budgets**

2017 BID Estimated Fund Balance	\$25,000
2017 Estimated Revenues	\$179,933
<b>2018 Expenditures</b>	
Snow removal	(\$75,000)
Landscaping	(\$30,000)
Marketing, promotion, events	(\$24,000)
Streetscape	(\$13,000)
Administration	(\$25,000)
Contingency	(\$12,933)
<b>Total</b>	<b>(\$179,933)</b>
Estimated Fund Balance Dec. 31, 2018	\$25,000

### **Budget Note:**

The BID Board in 2016 appointed Downtown Muskegon Now as staff and managers of the BID. A Letter of Understanding between the BID and the DMN board was signed, having the budget and general spending categories established by the BID Board and work plans carried out by DMN. The administrative fee of \$25,000 per year was established for 2017.

All unused funds go to cash reserves in fund balance.

### **Budget Explanation:**

**Snow removal:** The BID's largest line item is dedicated to snowplowing and salt application along sidewalks within the BID where the majority of the Class A properties are located along portions of W. Western Ave., Clay Ave., Morris Ave., Terrace St., Jefferson, 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 6<sup>th</sup> & 7<sup>th</sup> Streets. Funds will also be used to clear parking areas which are generally used by the public – specifically the two lots between 2<sup>nd</sup> and 3<sup>rd</sup> Streets accessed off of Morris Ave. With plenty of fund balance for snow removal, the BID Board will attempt to expand the snow removal services as the budget allows for 2018 and beyond.

**Landscaping:** The Downtown Muskegon BID in 2017 contracted with city of Muskegon Public Works Department to provide a high level of landscaping service after seeking bids from private contractors. The BID will likely seek a three-year contract to provide these services 2018-2020. Summer Landscaping includes the weeding and fertilization of common areas throughout the BID (grass cutting is done by the city). This line item also includes the planting and maintenance of flower planters throughout the BID (this item could be completed by a different vendor than the one doing the landscaping and clean up). Fall clean-up will consist of removal of leaves from the BID district and preparation of the planting beds for the winter. The BID board significantly increased the landscaping portion of the budget vs. 2016 with the intention of furthering BID landscaping services to Terrace Avenue, Clay Avenue and Pine Street as funds allow.

**Marketing, promotion, events:** The BID was used to launch the highly successful First Fridays events in the downtown, 6-8 p.m. family-friendly gatherings that have included a family dance party, two hugely popular street performance events and a "touch the truck" event. Beyond events, the BID is supporting an updated Downtown Muskegon website, a revised downtown email list, a new downtown e-newsletter and an annual tri-fold downtown map/brochure, direct and indirect advertising among other marketing and promotional activities.

**Streetscape:** This is a broad spending category that allows the BID Board to improve downtown Muskegon through new holiday decorations, public art projects, banners, directional/informational signs, benches, trash receptacles, sidewalk repairs, new planters, public space maintenance such as Olthoff Stage and Alcoa Square and like expenditures.

**Administration:** Downtown Muskegon Now provided the staff support to design and establish the Downtown Muskegon Improvement District in 2015 and 2016. As promised to the Muskegon City Commission for 2016, there was no BID funds expended for "salaries and benefits" – administrative costs. The BID requires staff time and effort. Going forward DMN needs to be compensated for its time and effort. Thus, administrative line-item in the 2017 budget continues for 2018 and beyond.

The 2018 – 2020 BID budget and work plan was approved by a vote of the BID Board on May 23, 2017. Due to absent members a revote of the same motion was taken at the July 25, 2017 meeting. The combined results were:

**2018 -2020 BID Budget Vote:**

Member	Yes	No	Abstention	Motion/Support	Absent
Chair Doug Pollock	X				
VC Gary Post	X			Motion	
Bruce Lindstrom					
John Riegler	X				(at May 23)
Phyllis Watson-Laudermill	X				
Frank Peterson	X			Support	
Clyde Whitehouse	X				
Mike Hennessy	X				
Bob Tarrant	X				

## Letter of Understanding

### City of Muskegon DPW and Muskegon Downtown Business Improvement District

This is a Letter of Understanding between the Muskegon downtown Business Improvement District (BID) and city of Muskegon Department of Public Works (city) concerning landscaping in downtown Muskegon for the spring, summer and fall of 2019. City and BID officials will work together to provide superior service for the best presentation of downtown possible.

The BID board voted on March 26, 2019 to accept the offer of the city of Muskegon to provide landscape services this summer. That offer excludes preparation and maintenance of the flower planters throughout the BID district. The planter work will be done for the BID by Barry's Flower Shop of Muskegon for summer 2019.

The city will perform the work below on a **time and material basis not to exceed \$21,000**.

#### **Scope of Work**

##### Lawn Fertilization/Weed Control

- 4 fertilization applications on medians and terraces between Third Street and Terrace Street along Western Avenue
  - o Spring (completed by June 1)
  - o Early Summer (completed by July 30)
  - o Late Summer (completed by September 30)
  - o Fall/Winterized (completed by Nov. 30)
- At the same time, apply liquid weed control to the service area including:
  - o Cracks
  - o Curb lines
  - o Landscaping beds
  - o Along buildings
  - o Parking lots behind Russell Block & the Hines Building (parking area entered from Morris Avenue between Second and Third Streets).
  - o Alcoa Celebration Square rock beds at First Street and West Western Avenue

##### Spring Clean Up

- Removal of lawn and landscaping area debris
- Cut all ornamental grasses and annual plants to spring start height
- Remove all day Lilly dead loss and cleanout beds
- Removal all trash from landscaped beds, curbs, & open fields
- Haul all yard waste from site
- Clean-up of curb lines and dress property for appearance
- Clean-up landscaping rocks (moving back into islands) in the parking lots behind the Hines Building & Russell Block

##### Hardwood Mulch Installation & Bed Prep

- Pull weeds, and remove all debris from bark beds
- Install sod cut edge and prep all corners of landscaping beds
- Haul and spread shredded hardwood bark 2" deep in beds on Western Avenue between Terrace and Third Streets, including around the Third/Western traffic circle.

##### Trimming and Pruning

- Trim & prune shrubs, bushes & trees to promote healthy growth and uniformity
- Remove and dispose of trimming debris

Fall cleanup

- Leaf removal from plantings between Terrace Street and Third Street along West Western Avenue and in the Olthoff Stage area of Third Street between West Western and Clay avenues.

**Special Instructions**

Downtown Muskegon hosts several festivals thought out the summer, set up for these festivals begins on the following dates and efforts should be made to ensure regular maintenance doesn't interfere with event setup/activities. **The city will turn off irrigation the day before the noted set-up start dates.**

Event	Set-up Starts	Event times	Breakdown
Parties in the Park	Fridays 3-5 pm	Summer Fridays 5-9 pm	Same night
Taste of Muskegon	Thursday, June 13	June 14-15 11am-9pm	Sunday, June 16
Lakeshore Art Festival	Thursday, July 4	July 5-6 10 am-6 pm	Sunday, July 7
Muskegon Rebel Road	Wednesday, July 16	July 17-21 10 am-11 pm	Monday, July 22

Dave Alexander, executive director of Downtown Muskegon Now (Downtown Development Authority after July 1), will be the city's contact concerning BID landscaping in downtown Muskegon. DPW

Director Leo Evans, parks supervisor Bernadette Young and/or their designee will be the contact person for the city.

On behalf of the city Department of Public Works:

\_\_\_\_\_ Date: \_\_\_\_\_

Frank Peterson, Muskegon city manager

On behalf of the downtown Muskegon Business Improvement District:

\_\_\_\_\_ Date: \_\_\_\_\_

Doug Pollock, BID board chairman



Orange – Parking lots behind Russell Block & Hines Building  
Blue – areas to receive landscaping maintenance

[Skip to Content](#)



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*Salesman - Rick*

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Item #  
Item Name  
Dimensions  
Weight  
LP Series  
LP30x17  
30" x 17"  
415 lbs  
LP Series  
LP48x17  
48" x 17"  
850 lbs  
LP Series  
LP72x17  
72" x 17"  
1500 lbs

*Retail*

*30 inch - \$464*

*48 inch - \$735*

*72 inch - \$1,681*

### LP30x17

Item # LP Series  
Dimensions 30" x 17"  
Weight 415 lbs

*- More than 10, company ships direct*

*- Less than 10, common carrier*

### LP48x17

Item # LP Series  
Dimensions 48" x 17"  
Weight 850 lbs

*quote to move 5 48-inch*




*Dowd - Muskegon  
\$658*

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# 2019 Downtown Planter Map



## KEY:

-  BID District
-  BID planters in downtown (there are 27)
-  Tin planters on Western (there are 43)

## Dave Alexander

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**From:** dawn barry <barrysonline@yahoo.com>  
**Sent:** Monday, March 18, 2019 12:00 PM  
**To:** Dave Alexander  
**Subject:** Re: Planters

Hi Dave,

Ok so for 70 total planters the cost would be a total of \$11550.00

Let me know if that will work.

Thank you,  
Dawn Barry  
Barrys

Sent from Yahoo Mail for iPad

On Monday, March 18, 2019, 11:18 AM, Dave Alexander <DAlexander@downtownmuskegon.org> wrote:

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Dawn:

Sorry for the delay on this. I just got out to drive the areas Friday. Below in bold is what I found.

The bottom line is that we have 27 cement planters for this summer and 43 tin troughs. There are four more troughs in the mid block of Western between Fourth and Third street, northside across from the Hilt building and there are two more cement planters than you listed.

Can you give me a ball park on cost this year based on those numbers? I have a BID meeting next Tuesday and would like to have that by noon Thursday. I have attached last year's agreement.

Call or email with question or concerns.

Thanks.

Dave Alexander

Executive Director

Downtown Muskegon Now

(231) 215-8827

## **WATCH MUSKEGON**

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**From:** dawn barry [mailto:barrysonline@yahoo.com]  
**Sent:** Thursday, February 21, 2019 4:35 PM  
**To:** Dave Alexander <DAlexander@downtownmuskegon.org>  
**Subject:** Planters

Hi Dave,

It was nice seeing you today! I want to go over the amount of planters and locations to make sure I am including all of them and also doing the right ones. These are the ones I know about and includes all the ones we did last year:

Pine St. —5 large concrete

Third St —4 large concrete

Monroe —2 large concrete

4th & Western —4 small concrete

5th & Western —2 large concrete

6th & Western —2 small concrete

Front of radiology —1 small concrete

Coffee Shop —1 small concrete **Do you mean Western in front of Unruly/Russell Block ... actually there are two**

2nd & Clay —1 small concrete **Also Second and Western 1 small for a total on Second of two.**

Jefferson & Clay —1 small concrete

Across from Hennesseys—1 small concrete

Terrace & Clay —1 small concrete

(Total = 13 large, 12 small)

Across from Kiosks —9 large troughs, 12 small troughs

Behind Hawaiian Ice —2 large troughs

**New troughs northside of Western between Third and Fourth, 4 large**

Between Kiosks —4 large troughs, 14 small troughs

(Total = 13 large troughs, 26 small troughs) **Total tin troughs are 43**

Grand total 64 planters —are we supposed to be doing all of these? And did I miss any?

**The grand totals are 27 cement planters and 43 troughs, overall 70 units.**

---

Thank you,

Dawn Barry

Barry's

Sent from Yahoo Mail for iPad

To: DDA and DMN board members

From: Dave Alexander, DMN executive director

Re: March monthly downtown development update

Date: 3-11-2019

Downtown board members ... the pace and public reporting on the developments I outlined in my initial development report in December have been unreal the past month. Consider these updates:

**The Leonard:** Corey Leonard is moving forward with his building at Second and Western, six stories mixed use to be under construction this summer. He also is purchasing the two lots to the east toward First Street with plans for similar mixed use development.

**Lakeview Lofts:** Developers Chris Benedict and Josh Canele hope for a spring opening of the six-story development now being completed. They also announced plans for the Lakeview Lofts II directly next to it hopefully under construction yet this year.

**Foundry Square:** Chris and Josh came out with their \$60 million mixed use development on the community foundation's Morris Street parking lot, beginning with an 82-room Microtel, downtown's third hotel.

**Delta hotel restaurant:** A steakhouse is being developed.

**Rake brewery:** Downtown's third brewery will be in the NorthTown 794 building (former Al Perri Furniture) being developed by Core Development at Pine and Clay.

**Aldea Coffee:** Downtown's first coffee roaster and café moving main operations from Grand Haven to downtown also will be in NorthTown 794.

**Monet Garden/garden coalition:** Monet Garden's turns 20 this year as a group of more than a half dozen downtown, outdoor gardens are forming a coalition to tell the world what we have in our midst.

**Cool Kids' Ice Cream:** This is next to Rad Dads and the arena entrance on Western Avenue.

**Dr. Rolf's:** The new barbeque joint is open at Fourth and Western across from the arena. Gourmet food ... check it out.

**Convention Center:** The official groundbreaking is May 8 at 11 a.m. Please put it on your calendar. Downtown and Visit Muskegon will begin in May the education of area businesses, public institutions and attractions on how to serve the unique convention organization and guest.

**Music Park:** A public musical instrument/art installation is being planned for across downtown by the Muskegon Rotary Club and arts leaders.

**Butterfly:** A new butterfly mural on the westside of Kitchen 242 is being developed by the Lakeshore Art Festival.

**Bike share:** The Muskegon Jaycees through United Way and the Ride United event will invest in an initial ride share bike installation in the downtown and hopefully take it to Lakeside and out to the beach.

**Hartshorn Village:** A new 55-unit single-family home development on the city's parking lot in front of the marina and eventually surrounding Fricano Place has been approved and will be under construction this summer. Smith Equities of Mount Pleasant and DeHaan Homes of Hudsonville are joining forces.

**Western Place:** A 15-unit, three-story townhouse development was approved by the city for developer Dave Dusendang Homes just east of HighPoint Flats to the corner of Western and Jefferson.

**Western Market:** City staff has approved the new chalet vendors for this summer and fall with all units being leased. There are plenty of new retail and food outlets being planned.

**Taking it outdoors:** Downtown is excited to participate in this chamber 2019 and beyond initiative for our community to celebrate outdoor recreation. Downtown is proud to be the headquarters to the largest kayak producer in the world, Hemisphere Design Works.

**Hackley Hospital:** The future of the Hackley Hospital campus is critical to downtown and its urban neighborhoods. Work with urban planners Smith Group/JJR out of Ann Arbor/Madison is underway.

**Affordable housing:** Downtown is working with Community enCompass on a "film festival" on affordable housing issues as a public education initiative and to engage community conversation on the topic.

**Midtown:** The Third Street streetscape project should begin in the fall. The Midtown businesses are getting serious about improving the district and doing projects such as a public mural.

**FARM/food hall:** The city, the food initiative and Core Development are moving plans for a food processing incubator from the old Yuba Street farmers' market property to the first floor of the former AmeriBank building at First and Clay. That will kick start the 880 First building redevelopment.

**MCC Fitness Center:** Community leadership and the community college board continue to discuss future options for this key facility and waterfront property in the DDA.

**City economic development team:** Frank Peterson has announced Jake Eckholm as the new city economic development director and Peter Wills as the new city project manager. Around July 1, I anticipate the DDA executive director will be a member of the city economic development team headed by LeighAnn Mikesell.

**Presentations:** In the last month, I presented downtown and Muskegon to Michigan's new Lt. Governor Gilchrist, Grand Rapids Rotary, an Opportunity Zone investor meeting, staffed the Live Downtown table at the two-day chamber home and garden show and spoke to the Muskegon Community College Board.

**Tours:** I gave the downtown to the beach tour to Ryan Cummins the new city events staffer in the clerk's office and Justin Pelham, the new communications manager at the chamber.

**Meetings:** Among many important ones in the last month were with another established distillery interested in downtown, the Lakeside business group, Muskegon school board-city commission joint session, developers interested in education at Muskegon Catholic, catch up with Lindsay Viviano from the MEDC, and the West Michigan gathering of the International Society of Shopping Centers in Grand Rapids, among others.

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